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Automotive News

July 1, 1991

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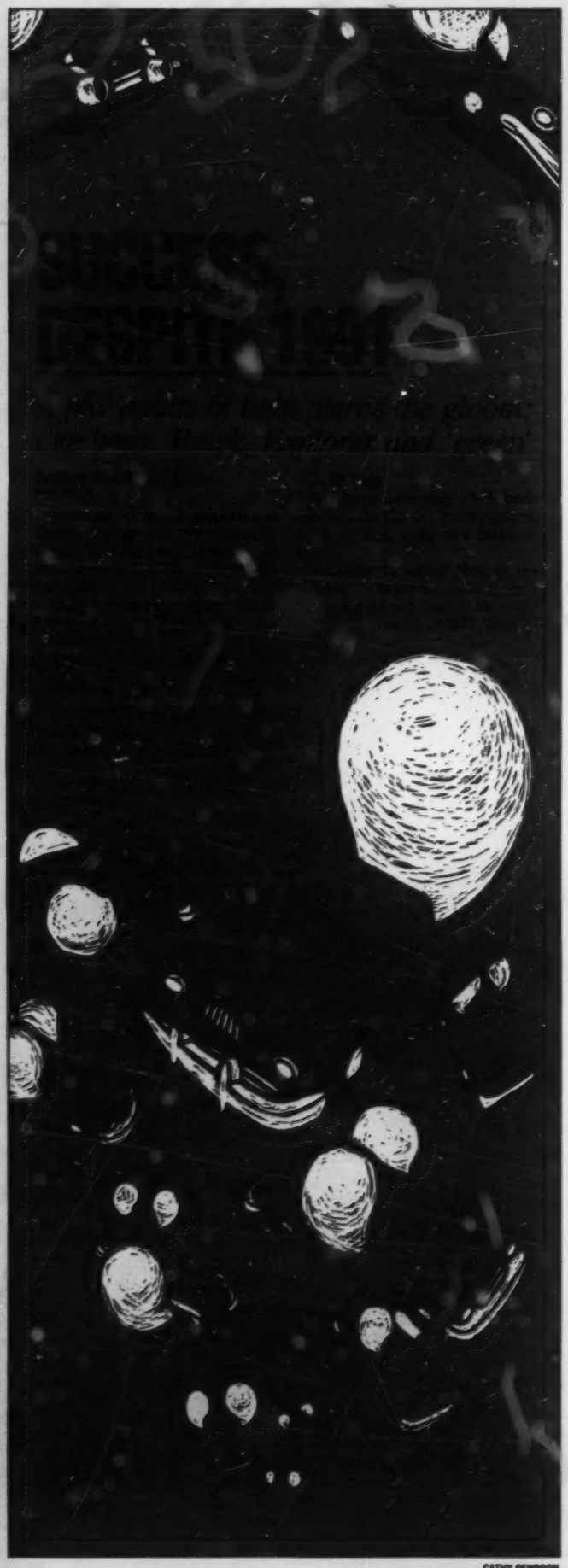


CATHY GENDRON

Pontiac, Chrysler use videos in direct-mail minivan battle

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Pontiac and Chrysler Corp. have launched new offensives in the million-unit minivan market with direct-mail videocassettes to current and prospective owners.

Pontiac fired the first salvo when it sent five-minute videos to 250,000 Dodge Caravan and Plymouth Voyager owners in mid-May.

The strategy was to capture the attention of Chrysler minivan owners who may have been concerned about a February *Consumer Reports* article that said Chrysler vehicles equipped with the A-604 Ultradrive four-speed automatic transmission were unreliable, said Art Pepin, vice president and Pontiac account director at Intergroup Marketing and Promotion, which produced the video.

Most Chrysler minivans are equipped with the transmission.

Intergroup Marketing and Promotion is a subsidiary of D'Arcy Masius Benton & Bowles Inc. in Bloomfield Hills, Mich., which handles the Pontiac advertising account.

Chrysler's share of the U.S. minivan segment slipped from 46.4 percent in January to 39.3 percent in May. Pontiac Trans Sport's share of the minivan market is less than 2.5 percent.

In 1990, about 940,000 minivans were sold in the United States.

"We thought it was a pretty good opportunity to build awareness about Trans Sport," said Pepin.

Chrysler fired back with a video of its own, touting its minivans' styling, engineering and safety features.

That video began landing in the mailboxes of 250,000 Caravan and Voyager owners as well as 140,000 owners of key competitive products in late June.

Advertising Age, a sister publication to *Automotive News*, estimates it cost Chrysler $1 million and Pontiac $600,000 to produce

see VIDEO, page 44

British makers ready price cuts

Nissan strikes first, Ford may follow

By Vaughn Freeman
SPECIAL CORRESPONDENT

LONDON — Britain's beleaguered carmakers, apparently writing off their earlier hopes of a second-half rebound in sales, are preparing across-the-board price cuts of up to 10 percent to try to jump start demand, according to industry sources.

Nissan U.K. Ltd., the privately held importer and distributor of Nissans in Britain, last week slashed its sticker prices by up to £1,100 (about $1,650) on its Micra, New Sunny and Primera/Infiniti models. The rollback follows cuts of up to £3,850 ($6,350) earlier on high-end models like the 300ZX.

Ford spruces up U.K. stores, Page 20

Ford, General Motors' Vauxhall unit, and Rover, which has announced plans to raise prices 2.5 percent, have denied that they intend to follow suit. But the denials have been nonspecific, and Ford dealer sources say they expect a price rollback to be announced at a national dealers' meeting the automaker has set for this Wednesday.

As market leader in the United Kingdom with an approximate 25 percent share, any price cut by Ford would have to be matched by the other major carmakers, analysts point out.

see PRICE CUT, page 41

Ford won't have Suburban-fighter for '93

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Faced with dwindling cash, Ford Motor Co. has rejected a proposal to introduce an oversized sport-utility in 1993 to compete with General Motors' popular Chevrolet and GMC Suburbans.

Ford may consider a Suburban-fighter for later in the decade.

The delay, combined with Chevrolet's dominance so far this year in full-sized pickup trucks, has put worry lines on the faces of some Ford engineers. They say the company needs to spend more money to speed development of new trucks and create performance models of existing trucks.

Ford's F-series pickup, the best-selling vehicle in the United States for nine straight years, has fallen behind the Honda Accord and the Chevrolet C/K pickup this year.

Ford engineers say Chevy's trucks have a fresh look and some of the C/Ks have been pumped up with more powerful engines to attract younger customers.

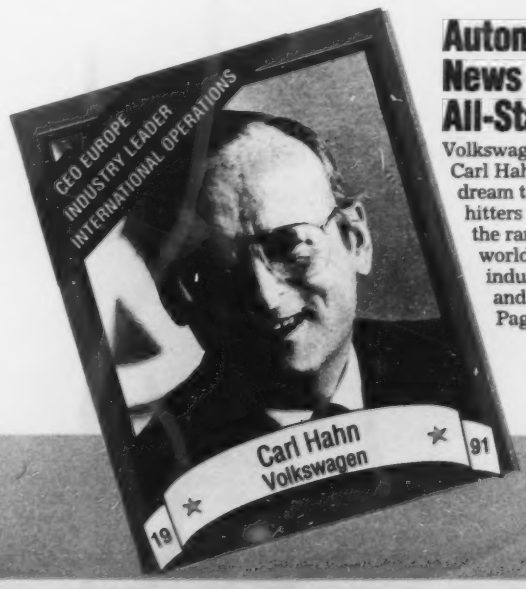
Ford's F series will get a facelift for the 1992 model year, but an all-new F series won't show till the second half of the decade.

Suggestions to rev up some F-series models to compete with the powerful Chevrolet 454 SS full-sized pickup have been all but ignored, engineers say.

"Trucks are going to be the sports cars of the '90s," said a Ford engineer. "We desperately need an image truck (like the 454 SS or GMC Syclone), but with the economic climate around here, it's like chasing a band of wild animals" to get a new program going.

Now that Chrysler Corp. has killed its Jeep Grand Wagoneer, the Suburban has the extended sport-utility market to itself. The closest competitor Ford has is the full-sized Bronco, which will be

see FORD, page 41



Automotive News 1991 All-Stars

Volkswagen Chairman Carl Hahn leads a dream team of heavy hitters drawn from the ranks of the world auto industry. Story and photos, Pages 42-43.

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Europeans use cash to spur sales

Most importers are low key about customer, dealer incentives

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Importers of European luxury cars haven't yet hung up the "We're Dealin'!" banners, but like the rest of the industry, they're putting "cash in the glovebox" to get people to buy.

The giveaways are unusual for high-line brands, which are generally too image-conscious to offer cash directly to the consumer. But nearly every one is offering dealer-cash incentives, special leases or low-interest loans.

European luxury brands have resorted to incentives before. Cut-rate loans and leases are especially common. But until recently, the Europeans saved their dealer cash for leftover models from the year before or a model that was about to be discontinued or replaced.

This year, because of the recession, competition from new Japanese entries and the six-month-old luxury tax — in short, because sales are awful — even the most stiff-necked importers are placing incentives on cars, sooner and deeper than ever.

"I don't know of anybody who's not offering cash in the glovebox in some form, and that includes Rolls-Royce," said Joseph Bennett, public relations manager for Audi of America Inc., which is itself offering special lease rates and some dealer cash.

Rolls-Royce Motor Cars Inc. and Jaguar Cars Inc. are both offering to reimburse their customers for the luxury tax on cars over $30,000. That offer could cost Jaguar $1 million a month and Rolls-Royce nearly that much, on a much smaller volume of cars.

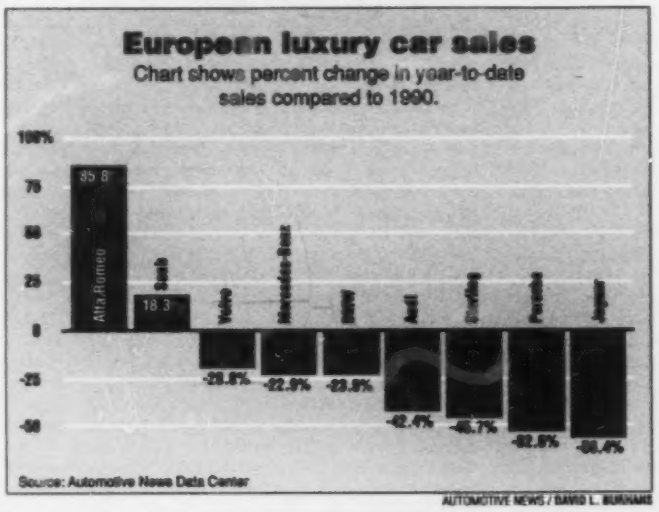
Meanwhile, Mercedes-Benz of North America Inc. has probably spent at least $10 million to $20 million since January in dealer "marketing allowances" on its top-of-the-line S class.

According to Jacobs Automotive Inc., a consulting firm in Little Falls, N.J., that pays close attention to the European luxury brands, Mercedes is offering dealers at least $2,000 to $4,000 per car on the S class. The offer has been in force since last year.

The S class will be replaced in October. Through May, Mercedes sales were down 22.9 percent, the S class was down 37.7 percent.

Michael Jackson, senior vice president of marketing and sales, declined to discuss the amount of money Mercedes is spending on marketing allowances, special leases and other incentives. "That's an issue we would prefer to keep between ourselves and our business partners, that is, our dealers,"

see EUROPEANS, page 44



Deals for European wheels

Here are incentives offered by European luxury brands, according to Jacobs Automotive. Expiration dates vary.

- **Alfa Romeo:** Special leases on the 164. Scheduled to expire yesterday were dealer rebates of $2,500 on the 164 and $1,000 on the Spider convertible, plus bonuses for sales managers and salespersons.
- **Audi:** Dealer cash up to $3,500 for each 100/200 model sold and special leases through September; floorplan assistance for certain models ordered from port stock plus incentives on used cars. Earlier this year, dealer cash ranged from $1,000 to $4,000 on certain models.
- **BMW:** Cut-rate leases and finance rates on 7-series models. Scheduled to expire yesterday were dealer rebates of $2,500 on the 1991 325iX and M3 and the 1990 325is, $4,000 on 1990 7-series cars and $4,000 on 1991 7-series models if the buyers did not choose to use the special finance plan. Other reduced leases and loan rates also were to expire yesterday.
- **Jaguar:** Buyer rebates equal to the luxury tax, through Aug. 31; special leases; dealer rebates of $4,000 on 1989-90 XJ-S models. A dealer payment of $4,000 on 1991 XJ-S coupes was scheduled to expire yesterday.
- **Mercedes-Benz:** Besides the $2,000-$4,000 dealer "marketing allowance" for the expiring S class, Mercedes is offering reduced-rate leases on the 190 and dealer lease and market allowances of $3,000 to $5,000 on the 300SE, the 350SD, the 420SEL and the 560SEL.
- **Porsche:** Bonuses to salespersons of $400 to $1,000 on 944s and $400 to $2,000 on 928s.
- **Saab:** Financing as low as 3.5 percent on all 9000 models; incentives to salespersons, sales managers and finance and insurance managers on all models. Saab struck a blow for the efficacy of cut-rate financing when its low-interest loans and leases debuted in March and sales soared. Since then, the program has been scaled back.
- **Sterling:** Scheduled to expire yesterday were dealer rebates of $2,000 on 1991s and $5,000 on 1990s; bonuses to salespersons of $250 per unit sold and bonuses to sales managers of $62.50, and a leasing program. Michael Jackling, vice president of marketing and sales, said Sterling Motor Cars is sold out of 1990 models, and dealers probably have few left.
- **Volvo:** Bonuses of $100 to $1,000 to salespersons on 240 and 700 series models. Scheduled to expire yesterday were special lease rates on certain 700 series and 900 series models and dealer rebates of $1,750 on turbo models and $1,000 on non-turbo models.

— Jim Henry

YUGO

Prior begins CPR on ailing franchise

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

UPPER SADDLE RIVER, N.J. — William E. Prior has taken over a Yugo America that isn't dead, but it sure has been comatose.

Prior: Dealers are a priority.

Since emerging from bankruptcy nearly 18 months ago, Yugo has seen its monthly sales drop from nearly 879 in January 1990 to just 116 in May.

As a result, Prior says his first mission is to grab Yugo's 175 dealers "by the lapels" and convince them that the franchise deserves some attention.

"It's a easy franchise to forget," said Prior, 45, who co-founded Yugo in 1985 and rejoined the company two months ago as its chief operating officer. In May, at least 60 Yugo dealers sold no cars at all.

But Prior hit the ground running, grinding out plans, goals, milestones and timetables.

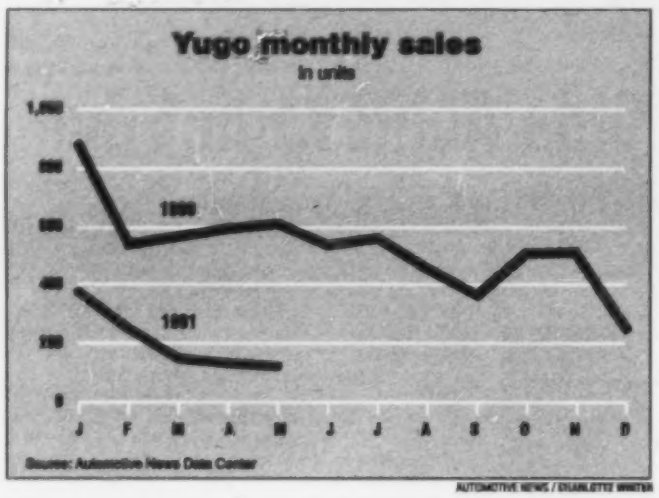
He wants the company to break even in the 1992 model year. His 1992 volume target is 12,000 to 15,000 units — a far cry from Yugo's peak of 48,812 in 1987. Even though Yugo sold only 1,004 cars through May, Prior hopes to boost that to 4,500 for this calendar year.

In the longer term, Prior also has plans for addressing Yugo's chronic problems, such as improving the quality image of the nation's lowest-priced new car ($4,825). He also wants to secure a permanent source for retail and wholesale financing.

But for now, he says Yugo is in "triage," spending money and attention only on issues of immediate survival.

Prior announced at a dealer meeting in early June that Yugo had begun offering incentives for

see YUGO, page 41



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Mitsubishi retreats from dumping fray, touts Expo as a car

By Kristine Sliven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Until this spring, any debate at Mitsubishi Motor Sales of America Inc. over how to classify its new Expo and Expo LRV was purely a marketing discussion.

But now that the U.S. government is looking into charges that Japanese automakers are dumping minivans, the debate has taken on a broader urgency for Mitsubishi, which launches the vehicles Aug. 1.

Pontiac, Chrysler video war, Page 1

Expos are sport wagons, Page 22

Last week Mitsubishi tried to distance itself from the melee by stressing the "wagon-ness" of the Expo — a vehicle that on the surface appears to be part wagon, part van.

"Both these vehicles are passenger cars," Mitsubishi said in a letter to the press. From the moment the vehicles were conceived, they were "designed for consumers who prefer passenger cars to minivans."

But in the eyes of the Big 3, the Expo was all minivan during June 21 testimony before the International Trade Commission, which is expected to decide by July 10 whether to proceed with the dumping case.

The Expo was mentioned as a threat that could rob the Big 3 of 60,000 minivan sales annually.

If the Expo is deemed a minivan, Mitsubishi would be subject to tariffs if the charge that the Japanese have been selling at below fair market value holds up. That could be damaging for Mitsubishi. Nissan's Axxess, a vehicle similar to the Expo, flopped in the United States partly because it was priced too high.

Mitsubishi expects the Expo LRV, a five-passenger vehicle that will be pitched for its cargo-carrying ability, to begin at less than $11,000. And the Expo, a seven-passenger people carrier, will start at $14,000. Both prices are below those of most minivans.

Exactly what makes a "minivan" depends on who's deciding. In Washington, one vehicle can sometimes be classified differently, depending on the government agency that's writing the rules.

Mitsubishi argues that the Expo is unmistakably a car: It will meet car standards for emissions, safety and fuel economy.

But the two agencies reviewing the dumping petition, the Commerce Department and the ITC, have differing views.

The original petition from the Big 3 contained a six-point definition of a minivan, since adopted by the Commerce Department:

- A gross vehicle weight of lessthan 6,000 pounds. Weights range from 3,924 pounds for the Expo LRV to 4,606 pounds for the Expo with all-wheel drive.
- Height between 62 and 74 inches. While shorter than tradi-

see EXPO, page 41

Ford, Mazda break off talks for joint venture in Europe

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

COLOGNE, Germany — Ford of Europe and Mazda Motor Corp. have ended long-term negotiations aimed at setting up a European joint production venture, leaving Mazda as the only major Japanese automaker without a firm agreement to build cars in Europe.

The two companies have discussed several joint-venture possibilities in recent years, including a plan to expand Ford's production facilities in Saarlouis, Germany, to share output of a new Mazda-based coupe. According to senior Ford executives, however, the companies could not come up with a mutually advantageous project.

Ford owns 23.4 percent of Mazda, and Mazda produces the Ford Probe in Flat Rock, Mich.

"There was an awful lot of comment about negotiations going on, the possibility of Mazda and Ford in Germany doing some sort of joint production, and our Saarlouis plant was part of that story," John Hardiman, chairman of Ford Werke AG, said last week.

"We have effectively ended those discussions, at least for the moment," he said. "Whether we will resurrect them and do something like that together or not . . . is not being actively pursued."

In the absence of an accord with Mazda, Ford has announced agreements to build niche products with other partners. Ford has agreed to design and build a minivan with Volkswagen AG at a plant in Setabul, Portugal, beginning in 1994, and will co-produce a new leisure-utility vehicle with Nissan Motor Co. in Barcelona, Spain, starting in 1993.

> We have ended those discussions, at least for the moment. Whether we resurrect them and do something like that together or not . . . is not being actively pursued.
>
> **John Hardiman**
> Ford Werke AG chairman

Hardiman would not describe the precise project under study when the Mazda talks were halted. "We were looking at different concepts," he said.

"We put it all together in different ways, and finally it was just decided that with the concept we were looking at, it was hard to make total sense of it at that time."

Hardiman said Ford and Mazda would still like to find something to do together in the future.

"I think probably the desire is there, but you have to translate the desire to a realistic project," he said.

The breakdown leaves Mazda alone among Japan's top-five carmakers in not having a set plan for production in Europe.

Nissan builds cars in the United Kingdom, and Toyota Motor Corp. and Honda Motor Co. are building car plants there. In addition, Toyota produces light pickups at Volkswagen's plant in Hannover, Germany, and Nissan builds commercial vehicles in Spain.

Mitsubishi Motors Corp. and Sweden's AB Volvo recently announced plans to build 100,000 cars a year at the Dutch government-owned Volvo Car BV plant in the Netherlands. Mitsubishi, Volvo and the government will each own one-third of the new company.

Ford expects to sell under 10,000 Explorers a year in Germany.

Explorer heads to Germany

COLOGNE, Germany — Ford Motor Co.'s German unit plans to import the Explorer beginning next year as a rapid response to Europe's emerging sport-utility segment.

"I wish I had it now," John Hardiman, chairman of Ford Werke AG, said in an interview last week. "It's been a big success (in the U.S. market) and there is a market for it here."

He sees the project that sport-utility will be a hot growth segment in Europe during the 1990s. General Motors Europe is launching the Isuzu Rodeo/Amigo-based Frontera in the segment this year, and in 1993, Ford will begin joint production with Nissan of a competitor in Spain.

But in the short term, Explorer will cover the top end of the segment. Ford expects annual sales of under 10,000 units, Hardiman said.

Ford of Germany had planned to rebadge the 11-year-old Nissan Patrol in response to Frontera, but recently canceled that plan. Still, Hardiman said Explorer is not a direct answer to the GM vehicle.

"It is not a Frontera response," he said. "The Nissan project will be directly competitive."

Late last year, Ford of Germany begin importing the U.S.-built Probe coupe as a limited response to GM's hot-selling Opel Calibra.

"We're very happy with the Probe," said Hardiman. "We could have done better than we have; we underestimated demand for it."

Hardiman predicted Probe's first-year sales will total 8,500 to 9,000 units.

— Richard Johnson

Head injuries 'possible' for Isuzu Rodeo driver

WASHINGTON — The Isuzu Rodeo was the only vehicle that scored in the "possible" head-injury range in the government's latest round of 35-mph crashes.

The Rodeo, a new sport-utility, had a head-injury score of 1,254 in the National Highway Traffic Safety Administration's 1991 New Car Assessment Program. A score above 1,000 indicates head injury is possible, NHTSA says.

Such scores are not uncommon among sport-utilities. Five of the nine sport-utilities in NHTSA's bank of results have scored above the 1,000 threshold for driver head injury. Five of their scores are above the threshold for passenger head injury, too.

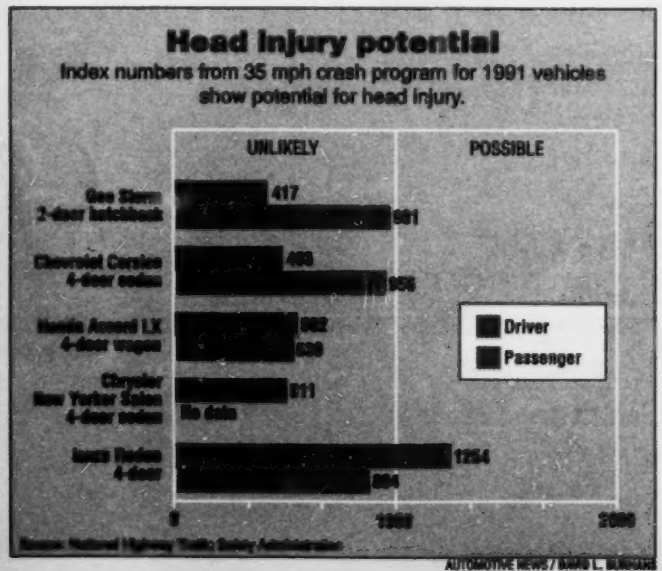
The score for the Rodeo passenger was 884, indicating head-injury was "unlikely."

Four other vehicles were crashed along with the Rodeo: the Geo Storm, Chevrolet Corsica, Honda Accord wagon and Chrysler New Yorker. Each scored in the "unlikely" range for both driver and passenger, and each has a driver-side air bag. The Rodeo has manual safety belts.

They are among 34 vehicles that will be crashed in the 1991 model year.

NHTSA crashes the vehicles to provide information to consumers about the relative safety of cars and light trucks. The agency says comparisons should be made only between vehicles of similar size and weight.

The vehicles are crashed at 35 mph into a fixed barrier.



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PAPIX COMMUNICATIONS

Successor to Iso unveiled

Piero Rivolta last week took the wraps off the styling mockup of his long-promised Iso Rivolta Grifo 90, now scheduled for a mid-1994 launch. If met, the launch of the Corvette-like Grifo would take place 21 years after the original Iso went out of production. The all-aluminum car, a two-seat coupe penned by Lamborghini Diablo designer Marcello Gandini, will sell in the United States for $200,000 to $240,000 at today's exchange rates. Power will come from a 440 horsepower, twin-turbo Reeves Callaway V-8, pushing the car to a top speed of about 190 mph. Production will be capped at 200 units per year, Rivolta has said.

Safety group claims automatic belts can be deadly

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Car owners should be warned that the automatic seat belts in their vehicles could become death straps, according to a petition filed last week by the Institute for Injury Reduction.

In the petition, the safety advocacy group asked the National Highway Traffic Safety Administration to require carmakers to warn owners of cars with automatic seat belts about the possible deadly defects of the systems.

The petition also called for rulemaking to require air bags and manual shoulder/lap belts in all new vehicles and to outlaw the installation of separate shoulder/lap belts, especially those that anchor to a door of a vehicle.

The group's petition to NHTSA Administrator Jerry Curry followed recent car crash deaths in which the automatic shoulder harness was in place, but the manual lap belt was unbuckled.

NHTSA says only 30 percent of persons who use the belt system buckle the lap belt.

In one crash, the front passenger was decapitated by her automatic shoulder harness, according to an investigation by Calspan Corp., a Buffalo, N.Y., company hired by NHTSA. Her lap belt was not buckled.

Legislation is currently before Congress to require air bags and manual lap/shoulder belts in all vehicles, according to Ben Kelley, president of the Institute for Injury Reduction in Upper Marlboro, Md.

But he said the task really belongs to NHTSA. He said NHTSA has not endorsed the bill even though its studies have shown that the air bag-lap/shoulder belt system is the most effective restraint. He accused NHTSA of "foot-dragging" on all motor vehicle safety.

The group also asked NHTSA to set a public hearing to investigate the hazards of automatic seat belts and to establish countermeasures for them, to publish results after reviewing its files on injuries associated with automatic belt systems and to determine if any of the systems should be recalled for design correction by manufacturers.

Ken Milton, an NHTSA spokesman, said the safety agency had not reviewed the petition and could offer no comment.

Mid-June sales trail last year, but there's a bright side

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Car and truck sales trailed last year's total in mid-June but topped early June by nearly 100,000 units, fueling continued hope that a mild recovery has begun.

Industry sales were 407,302 cars and light trucks, down 4.9 percent from mid-June 1990. But those sales were measured against a fairly strong year-earlier period. There were nine selling days in the period each year.

June 1-10 was the first selling period in 1991 in which unit sales topped the year-earlier figure. But that gain came in comparison to poor year-ago sales.

Car sales were off 3.6 percent in mid-June, and truck sales declined 7.2 percent. The combined dip of 4.9 percent was an improvement over the industry's pace through May, when sales were off 15.9 percent.

American Honda Motor Co. Inc. and Toyota Motor Sales U.S.A. Inc. turned in strong mid-June sales. General Motors' sales were off slightly, while declines at Chrysler Corp. and Ford Motor Co. were far greater than the industry average.

"This is the fourth consecutive 10-day sales report that has suggested a recovery is under way," said Tom Webb, chief economist for the National Automobile Dealers Association.

Noting the continued slow pace of improvement, Webb said, "The upturn will be modest and possibly plagued by a few setbacks along the way." He said "affordability is still a problem," and sales probably won't really take off until individual incomes start to rise.

Webb said the mid-June seasonally adjusted annual sales rate for cars was 6.5 million units, down 3 percent from 6.7 million in the year-ago period.

GM's 157,036 car and light-truck sales were off only 1.6 percent from a relatively successful year-ago period. Buick continued to shine, with a 19.4 percent increase. Oldsmobile and GMC also were up.

Ford sales fell 13.8 percent, solely because of an 18.9 percent drop for Ford Division cars and trucks. Both Lincoln and Mercury reported gains for the period.

Chrysler sales plunged 20.2 percent, with the Chrysler make falling twice that, down 40.5 percent. *Automotive News* estimates 10-day sales for Chrysler and for most imports.

Sales for American Honda shot up 30.2 percent, with the Honda brand up 33.7 percent and Acura up 16.7 percent.

Toyota reported an increase of 25.3 percent, with Lexus up 62.9 percent and the Toyota brand climbing 22.8 percent.

10-DAY CAR AND TRUCK SALES, BY MAKE

	June 11-20, 1991	June 11-20, 1990
ALFA ROMEO		
(imp. car)*	111	44
Acura (imp. car)	5,862	4,334
Domestic car	18,077	11,280
Imported car	4,590	5,676
Honda	22,667	16,956
AMERICAN HONDA	27,729	21,290
ASTON MARTIN		
(imp. car)*	2	2
BMW (imp. car)*	1,331	1,724
Domestic car*	4,177	7,083
Imported car*	29	108
Domestic truck*	111	58
Chrysler Division*	4,317	7,249
Domestic car*	8,070	9,568
Imported car*	1,141	648
Domestic truck*	12,530	15,325
Imported truck*	118	315
Dodge*	21,859	25,856
Domestic car*	1,871	1,370
Imported car*	236	411
Eagle*	2,107	1,781
Domestic truck*	4,840	5,889
Jeep*	4,848	5,889
Domestic car*	4,782	6,847
Imported car*	476	554
Domestic truck*	4,619	5,729
Plymouth*	9,877	13,130
Domestic car*	18,900	24,868
Imported car*	1,881	1,721
Domestic truck*	22,099	26,961
Imported truck*	118	315
CHRYSLER CORP.*	42,999	53,885
Imported car*	150	216
Imported truck*	74	137
DAIHATSU*	224	353
FERRARI (imp. car)*	24	24
Domestic car	31,779	42,095
Imported car	1,048	1,382
Domestic truck	40,071	46,415
Ford Division	72,898	89,892
Domestic car	6,368	5,986
Lincoln	6,368	5,986
Domestic car	11,777	10,006
Imported car	1,808	1,887
Mercury	13,585	11,893
Domestic car	49,924	58,087
Imported car	2,856	3,269
Domestic truck	40,071	46,415
FORD MOTOR CO.	92,851	107,771
Domestic car	18,146	15,194
Buick	18,146	15,194
Domestic car	4,466	7,801
Cadillac	4,466	7,801
Domestic car	43,806	43,896
Imported car	3,806	3,987
Domestic truck	37,883	40,132
Imported truck	0	22
Chevrolet	85,495	88,037
GMC	10,290	9,438
Domestic car	14,764	14,965
Domestic truck	1,451	813
Oldsmobile	16,215	15,778
Domestic car	18,068	20,525
Imported car	1,158	1,858
Domestic truck	705	895
Pontiac	19,931	23,278
Domestic car	2,493	0
Subaru	2,493	0
Domestic car	101,743	102,381
Imported car	4,964	5,845
Domestic truck	50,329	51,278
Imported truck	0	22
GENERAL MOTORS	157,036	159,526
HYUNDAI*†	2,771	3,997
Imported car*	568	101
Domestic truck	1,733	610
Imported truck*	2,762	2,976
ISUZU*	5,864	3,887
JAGUAR (imp. car)*	158	473
LAMBORGHINI (imp. car)*	4	4
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	6
Domestic car	1,490	1,562
Imported car*	4,406	4,779
Domestic truck	305	0
Imported truck*	3,527	4,414
MAZDA*	9,728	10,754
MERCEDES-BENZ		
(imp. car)*	1,893	1,976
Domestic car	2,249	1,492
Imported car*	2,403	2,945
Imported truck*	575	1,079
MITSUBISHI*	5,227	5,516
Infiniti	835	635
Domestic car	3,634	3,162
Imported car*	6,830	9,053
Domestic truck	3,737	3,468
Imported truck*	4,458	4,123
Nissan*	18,899	19,805
NISSAN MOTOR CORP.	19,495	20,440
PEUGEOT (imp. car)*	98	133
PORSCHE (imp. car)*	145	273
RANGE ROVER		
(imp. truck)*	68	110
ROLLS/BENTLEY		
(imp. car)*	15	38
SAAB (imp. car)*	525	598
STERLING (imp. car)*	59	96
Domestic car	1,695	255
Imported car*	1,228	1,965
SUBARU*	2,923	2,220
Imported car	169	155
Imported truck	471	427
SUZUKI†	639	581
Lexus (imp. car)	2,517	1,545
Domestic car	10,387	7,936
Imported car	9,802	8,186
Imported truck	8,451	7,201
Toyota	28,640	23,323
TOYOTA MOTOR SALES	31,157	24,868
Audi (imp. car)*	384	618
Imported car*	2,963	4,303
Imported truck*	206	243
Volkswagen*	3,169	4,546
VWoA*	3,553	5,164
VOLVO*†	2,829	2,966
YUGO (imp. car)*	35	182
Domestic car	298,899	211,823
Imported car	69,219	67,242
TOTAL CAR	368,318	279,265
Domestic truck	118,274	128,752
Imported truck	29,719	21,946
TOTAL TRUCK	138,964	148,798
TOTAL CAR & TRK	407,302	428,063

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 9 last year.

Makers increase estimates for third-quarter production

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

It may be only a glimmer of hope, but the auto industry appears to be girding for a firm launch of the 1992 model year.

The most recent U.S. and Canadian light-vehicle production schedules for the third quarter are up from earlier plans for the July-September period.

With inventories under control, model changeover downtime at a minimum and many major changes for the 1992 model year completed, manufacturers plan to build 1.46 percent more light vehicles than in the third quarter of 1990, which was the last quarter before automakers whacked schedules as a result of the sales slump after Iraq invaded Kuwait.

For the first half of 1991, production was off 15.77 percent.

The third quarter upturn is the result of a strong truck schedule and a particularly robust truck plan by Chrysler Corp.

U.S. and Canadian truckmakers plan to build 1,108,028 units this quarter, a significant gain of 11.21 percent over 1990's 996,298.

Chrysler plans to increase third-quarter truck production 60.42 percent over 1990, when it had an extensive changeover for its 1991 minivans.

U.S. and Canadian automakers have scheduled 1,585,565 cars in the third quarter, down 4.40 percent from 1,658,534 in 1990.

Strong increases scheduled by Japanese transplants and the joint-venture operations will help hold car production to a 4.4 percent slip behind 1990. CAMI, Nissan and Subaru-Isuzu have slated the heftiest gains, while Diamond-Star, Hyundai and Mazda expect to fall below 1990 totals.

THIRD QUARTER PRODUCTION FORECAST

U.S. and Canada cars and trucks

	1991	1990	Percent Change
U.S. car	125,000	169,683	-26.33
Canada car	6,000	8,295	-27.67
Total car	**131,000**	**177,978**	**-26.40**
U.S. truck	144,000	93,412	54.16
Canada truck	90,000	52,457	71.57
Total truck	**234,000**	**145,869**	**60.42**
TOTAL CHRYSLER	**365,000**	**323,847**	**12.71**
U.S. car	334,000	309,274	7.99
Canada car	98,000	75,200	30.32
Total car	**432,000**	**384,474**	**12.36**
U.S. truck	340,000	337,524	0.73
Canada truck	26,000	26,042	- 0.16
Total truck	**366,000**	**363,566**	**0.67**
TOTAL FORD	**798,000**	**748,040**	**6.68**
U.S. car	565,000	638,627	-11.53
Canada car	81,700	94,167	-13.24
Total car	**646,700**	**732,794**	**-11.75**
U.S. truck	387,000	374,528	3.33
Canada truck	67,000	65,405	2.44
Total truck	**454,000**	**439,933**	**3.20**
TOTAL GM	**1,100,700**	**1,172,727**	**- 6.14**
Canada car	20,700	10,200	102.94
Canada truck	10,800	7,800	38.46
CAMI	**31,500**	**18,000**	**75.00**
DIAMOND-STAR (U.S. car)	**32,750**	**36,227**	**- 9.60**
U.S. car	110,525	105,324	4.94
Canada car	25,843	24,366	6.06
HONDA	**136,368**	**129,690**	**5.15**
HYUNDAI (Canada car)	**5,900**	**6,953**	**-15.14**
MAZDA (U.S. car)	**43,600**	**45,086**	**- 3.30**
U.S. car	28,797	14,451	99.27
U.S. truck	29,522	27,830	6.08
NISSAN	**58,319**	**42,281**	**37.93**
NUMMI (U.S. car)	**48,500**	**44,618**	**8.72**
U.S. car	14,484	8,705	66.39
U.S. truck	13,706	11,300	21.29
SUBARU-ISUZU	**28,190**	**20,005**	**40.91**
U.S. car	28,800	53,476	-46.14
Canada car	15,966	13,890	14.95
TOYOTA	**44,766**	**67,366**	**-33.55**
U.S. car	**1,331,456**	**1,425,483**	**- 6.59**
Canada car	**254,109**	**233,071**	**9.03**
Total car	**1,585,565**	**1,658,534**	**- 4.40**
U.S. truck	**914,228**	**844,584**	**8.24**
Canada truck	**193,000**	**151,784**	**27.75**
Total truck	**1,108,828**	**996,298**	**11.21**
TOTAL VEHICLES	**2,693,583**	**2,654,832**	**1.46**

A two-man race is shaping up to succeed Chuck Jordan as vice president of design.

Cadillac design chief off to lead Europe studio

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

The person who helped lead Cadillac toward a new look with the 1992 Seville will be leaving next month to take over General Motors design operations in Europe.

GM is expected to announce this week that Dick Ruzzin, chief designer at Cadillac exterior studios, will assume his new post in Europe about July 15, according to Design Staff sources.

Ruzzin is replacing Wayne Cherry, director of design for Adam Opel AG. Cherry is due to return to this country on Sept. 1 to take over design activities for Chevrolet or the Chevrolet-Pontiac-Canada Group. Cherry's precise duties have not been disclosed, even internally.

Ruzzin is responsible for the 1992 Cadillac Seville and Eldorado, cars that the division said will redefine its image as it tries to reach younger buyers without offending present owners.

His guidance also will be evident in the 1993 Brougham and the 1994 DeVille and Fleetwood, which Cadillac hopes will make it a better competitor for Lexus, Infiniti and Acura buyers.

Design Staff insiders say Ruzzin's successor is expected to be his assistant, Larry Erickson, to provide continuity for Cadillac.

Every Opel since 1982 has been Cherry's responsibility, and during that time several Opels have won top design awards, including the Calibra introduced last year and currently a top seller in Europe.

Cherry's reassignment is viewed internally as a reward for a good job, and sets him up as one of two top candidates to replace Charles M. Jordan, GM's vice president of design. According to GM policy, Jordan must retire when he turns 65 on Oct. 21, 1992.

Cherry is handicapped by his unfamiliarity with the design staff organization at the GM Technical Center in Warren, Mich., but should have ample opportunity to learn the system over the next year, sources said. Cherry has not worked at the Tech Center since the early 1960s, when he went to work for Vauxhall Motors Ltd.

The other top candidate for Jordan's job is said to be Jerry Palmer, executive designer for advanced design and head of the Advanced Concepts Center in California.

Palmer had C-P-C design added to his responsibilities June 1 with the retirement of Stan Wylan.

Palmer has been responsible for most of GM's concept cars in recent years.

FORD

FROM PAGE 1

the more powerful powertrains are a key priority. So are plans to integrate more models and components on common platforms and assembly lines.

Examples include the smaller but stronger modular V-8 and V-6 engines, which deliver better fuel economy, improved performance and lower emissions. New modular 4.6-liter V-8s already appear on the Lincoln Town Car and the Crown Victoria/Grand Marquis line, and a 4.0-liter all-aluminum version is planned. Modular V-6s, due in such models as the 1995 Taurus/Sable redesign, are also planned.

In an internal company publication, David Hagen, general manager of Ford's Engine Division, explained that the modular concept allows the company to manufacture a variety of engine configurations on a flexible line. "New V-8 variations will cost about $60 million to develop compared to about $500 million for a typical new engine program," Hangen wrote. And the company could make the switch "in months versus years."

Ford also appears poised to switch many of its rear-wheel-drive vehicles to front-wheel drive in the 1997-98 timeframe under a program code-named DEW98. The fwd setup will help Ford's corporate average fuel economy scores, and the company would save by basing such cars as the Town Car, Crown Victoria/Grand Marquis and Thunderbird/Cougar on the same platform.

And Ford appears to be increasing its alliance with Japanese partner Mazda Motor Corp. Mazda is due to get a version of Ford's next-generation Ranger pickup, expected for the 1995 model year. Mazda already gets a version of the Explorer sport-utility, and most of Ford's small cars — Festiva, Capri, Probe and Escort/Tracer — are based on Mazda models.

In a new partnership, Ford and Nissan Motor Co. Ltd. will share a minivan that Ford is scheduled to sell as the Mercury Villager next spring.

But another international project, Ford's so-called "world car" program, has been scaled back. The CDW27 program to replace the U.S. Tempo/Topaz and the European Sierra is on track, but U.S. versions won't be built until the 1995 model year.

And what was once the second phase of the world car plan, an effort to build Europe's Scorpio and the U.S. Taurus/Sable on the same platform, has been scrapped.

Apparent delayed projects include a $530 million effort to build electronically controlled four-speed automatic transmissions for Tempo/Topaz. Retooling was planned for 1991 but has been delayed at least a year.

On the car side, analysts and company insiders say the introduction of the 1993 Lincoln Mark VIII will be moved from spring to fall 1992, and the 1995 Continental from spring to fall 1994.

A heavy cloud hangs over the future of the Mustang as the company haggles with the UAW over whether the car can be produced economically. A redesigned Mustang is due for the 1994 model year.

The next-generation Festiva, built by Kia Motors Crop. was originally due out for the 1993 model year but has been postponed a year.

Truck engineers are concerned that future programs could be in jeopardy.

The introduction of a fwd Aerostar has been delayed from the fall 1994 to spring 1995. A Chevrolet/GMC Suburban fighter, which had been expected for 1993, now won't come until late in the decade, if at all.

FUTURE PRODUCT

After Ford executives met with the securities analysts May 22 at the company's Dearborn, Mich., headquarters, Philip Fricke wrote, "There was a heavy emphasis on North American product development, especially powertrain development."

Fricke, an analyst with Prudential Securities Inc. in New York, continued that "in a nutshell, we think Ford made a convincing case that it is committed to bringing very competitive products to the North American market, both in styling and excellent performance."

But, added Fricke: "There was nothing to boost confidence that the company could return to record earnings within the next two or three years, either."

Company insiders caution that future plans can change at any time, particularly with more government regulations looming.

Here is a glimpse of Ford's future plans through the mid-1990s:

Cars

■ **Festiva** — An all-new model, code-named BT57, is due for the 1994 model year.

KGF PHOTOGRAPHY

This photograph of a Ford Probe prototype has been altered to disguise masking; the car will bow next summer and will again share a platform with the Mazda MX-6.

As Ford's smallest car, the two-door hatchback could play an important role if CAFE are dramatically increased. The car is built in South Korea by Kia Motors Corp. A convertible is on the drawing boards and could arrive for 1994.

■ **Escort/Tracer** — A redesign is expected for the 1995 model year and could cost as much as $1 billion. The current cars, now based on Mazda's 323, were introduced in spring 1990 as 1991 models.

Ford planners are concerned about future restyling of the Escort. The 1991 model, although better equipped and improved mechanically, did not go far enough in styling, and the higher price of the new models scared off some of Escort's core customers, the entry-level buyer.

■ **Mustang** — Plans to redesign the Mustang for the 1994 or 1995 model year are up in the air while Ford and the UAW discuss ways to produce the car more efficiently. Insiders say it will also be freshened for the 1993 model year as a response to GM's new Camaro/Firebird models.

Dealers who have seen the prototype for the proposed redesign say it is smaller and sportier than the current Mustangs, reminiscent of the Mustangs of the 1970s.

Ford engineers also say a new-generation Mustang, slated for 1997 or 1998, could be spun off the CDW27 platform that will carry the new Tempo/Topaz.

■ **Capri** — The sporty Capri convertible is slated for a facelift for the 1993 model year. The Australian-built model bowed in 1990 as a 1991 model. Early models were plagued with fit and finish problems that since have been corrected.

■ **Probe** — An all-new Probe is due out by next summer as a 1992½ model. The new Probe, code-named ST44, will take on a more rounded look, similar to the Toyota Celica. As with the current car, the next model will be based on the Mazda MX-6 and built by Mazda in Flat Rock, Mich.

The replacement should give some life to Probe sales, which have slipped considerably since the car bowed in spring 1988 as a 1989 model.

■ **Tempo/Topaz** — Ford and Mercury dealers are clamoring for all new versions of the Tempo/Topaz, and company planners say their wish will come true by the 1995 model year, more than a decade after the model's 1983 debut.

The project, code-named CDW27, will be built on a platform that also will carry the replacement for the European Sierra. Ford's four-cylinder Zeta engines and new modular V-6s will power the CDW27 models. Four-speed electronically controlled transmissions also may be available.

In the interim, a V-6 engine will be available as standard and optional on Tempo/Topaz for the 1992 model year.

■ **Taurus/Sable** — For the 1992 model year, consumers will notice modest exterior and extensive interior changes. An optional passenger-side air bag will be available later in the model year.

The addition of an automatic transmission to the sporty Taurus SHO, which had been due in the 1992 model year, has been delayed a year.

Taurus/Sable are slated for a redesign in 1995, and engineers say a new platform may be introduced later in the decade. The current

The only clutter a radio c

No other car dealers on the facing page. No other car dealers on the same page. On the radio, you've got sixty seconds all to yourself. So it's just you and all the people listening. And no matter how many wrappers or cups or

Ceccoli takes president's reins

Manheim completes takeover of GE auctions

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

In a seemingly effortless three-month transition, Manheim Auctions Inc. has brought 20 auto auctions from GE Capital Auto Resale Services Inc. into its fold. The merger, which also included Ford Motor Credit Co. as a partner, gives Manheim 46 locations in the United States and Canada.

"The two companies were very compatible," said Warren Young, who has been named vice chairman of Manheim, a division of Cox Enterprises Inc., based in Atlanta. "Manheim had a large dealer base and GE had a large institutional base, so there were a lot of synergies between the companies before the merger."

With Young's promotion to vice chairman from president, Darryll M. Ceccoli, 43, moves to president of Manheim Auctions. He is responsible for company operations.

Young, 64, concedes he is "winding down" after serving as president of Manheim Auctions since 1975. He will work on special projects including acquisitions and real estate.

Ceccoli joined Manheim in 1975 as general manager of its Bordentown, N.J., auction. He became executive vice president of Manheim in 1989 after serving as vice president of operations.

With the merger complete, GE Capital Auto Resale Services apparently operates with only a skeleton crew at its offices in Barrington, Ill. Of the 14 people recently promoted to vice president at Manheim only four were from GE. Stephen McNeely, former president of GE Capital Auto Resale Services, has returned to General Electric Capital Corp. of Stamford, Conn.

The merger, valued at $1.2 billion, capped months of speculation that GE wanted out of the auction business after acquiring 20 auctions in only five years beginning in 1985. Shortly thereafter, Ford took a 20 percent stake in the company. Under the merger agreement, Manheim retains its name, holds a controlling interest in the new company and appoints the majority of the six-member board of directors.

Manheim sold more than 1 million vehicles in 1990, and GE sold more than 900,000.

AUCTION BRIEFS

Auction use by banks up

Financial institutions use auto auctions more than any other method to remarket off-lease and repossessed vehicles, according to a recent survey by GE Capital Auto Resale Services Inc.

The survey included 200 financial institutions, including banks, savings banks, and savings and loans across the United States.

According to the survey, 51.4 percent of financial institutions have used wholesale auto auctions to remarket vehicles and 42.4 percent say auto auctions are the most frequently used method.

Only 11 percent of the banks surveyed said they remarket vehicles using other methods, including retail sales, public auctions, negotiated sales or sealed bid auctions to dealers and wholesalers.

Commercial banks are the heaviest users of auto auctions at 62.8 percent, savings banks at 36.1 percent, and savings and loan institutions at 4.2 percent, according to the survey.

Savings and loans traditionally haven't been in the auto lending business," said a GE Capital spokesman. "If the survey respondent said the institution is still a savings and loan, then they are most likely still focusing their business on mortgages and savings. Savings banks already have a wider product line than savings and loans, including more auto loan packages."

The primary reasons given by all institutions for using auto auctions are fast turnaround, prices, meeting legal requirements and the ease of using them.

The use of auto auctions increases with the volume of vehicles being remarketed monthly, according to the survey.

Seventy-one percent of institutions with more than 50 vehicles remarketed per month use auctions, 67.9 percent of those with 26 to 50 vehicles per month use auctions and 44.2 percent with fewer than 25 vehicles per month use auctions.

All types of financial institutions noted similar problems with the remarketing process.

Nearly half said getting the best price for their vehicles was a significant concern. Damaged vehicles and the cost of getting them repaired was cited by 20 percent as a significant concern.

Other problems mentioned include the effort and cost of reconditioning the vehicles, obtaining titles, the inconvenience of transporting vehicles from remote locations and the amount of management time consumed in the remarketing process.

NAAA convention coming

Indiana Gov. Evan Bayh is the keynote speaker for the National Auto Auction Association convention Sept. 24-29 at the Westin Hotel in Indianapolis.

"We expect to draw more than 1,200 industry officials and guests at the convention this year, making it the largest NAAA convention yet," said Pete Lukasiak, the association's executive director.

The convention and trade show is already a sellout and includes a mix of industry suppliers.

The 1991 workshop schedule includes a vehicle detailing workshop, odometer fraud prevention and regulatory workshop, and estate planning.

The workshop on detailing will discuss the effects of acid rain on vehicle finishes and how the paint can be restored without repainting the vehicle.

Domestic and foreign automakers will discuss their buyback programs for 1992, and manufacturers have been invited to display vehicles on the hotel grounds.

New auction bows

Southern Auto Auction in East Windsor, Conn., has opened a 50,000-square-foot facility housing eight auction lanes. It is located across from the auction's six-lane facility, which will continue to operate, handling factory consignment vehicles.

"As an independent auto auction, we're committed to offering a consistently high quality of service to our customers," said owner Larry Tribble.

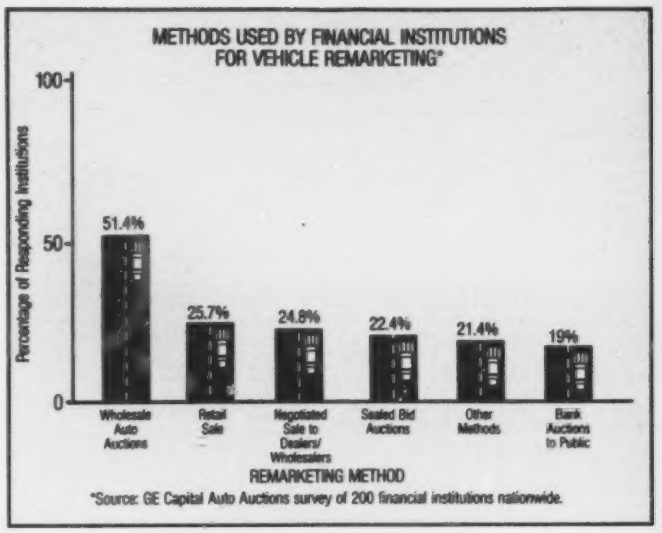
"With the completion of the new building, we're able to offer our dealers the most modern facility of its kind. We're also pleased to have a full-service auction facility dedicated to our manufacturers, who continue to play a vital role in our business," Tribble said.

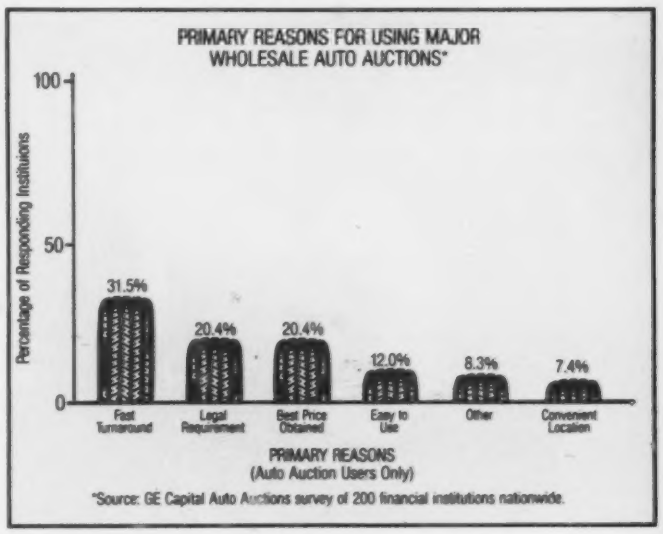
Southern holds regular auctions for such auto manufacturers as General Motors, Chrysler, Toyota, Subaru, Saab, Volkswagen and Audi.

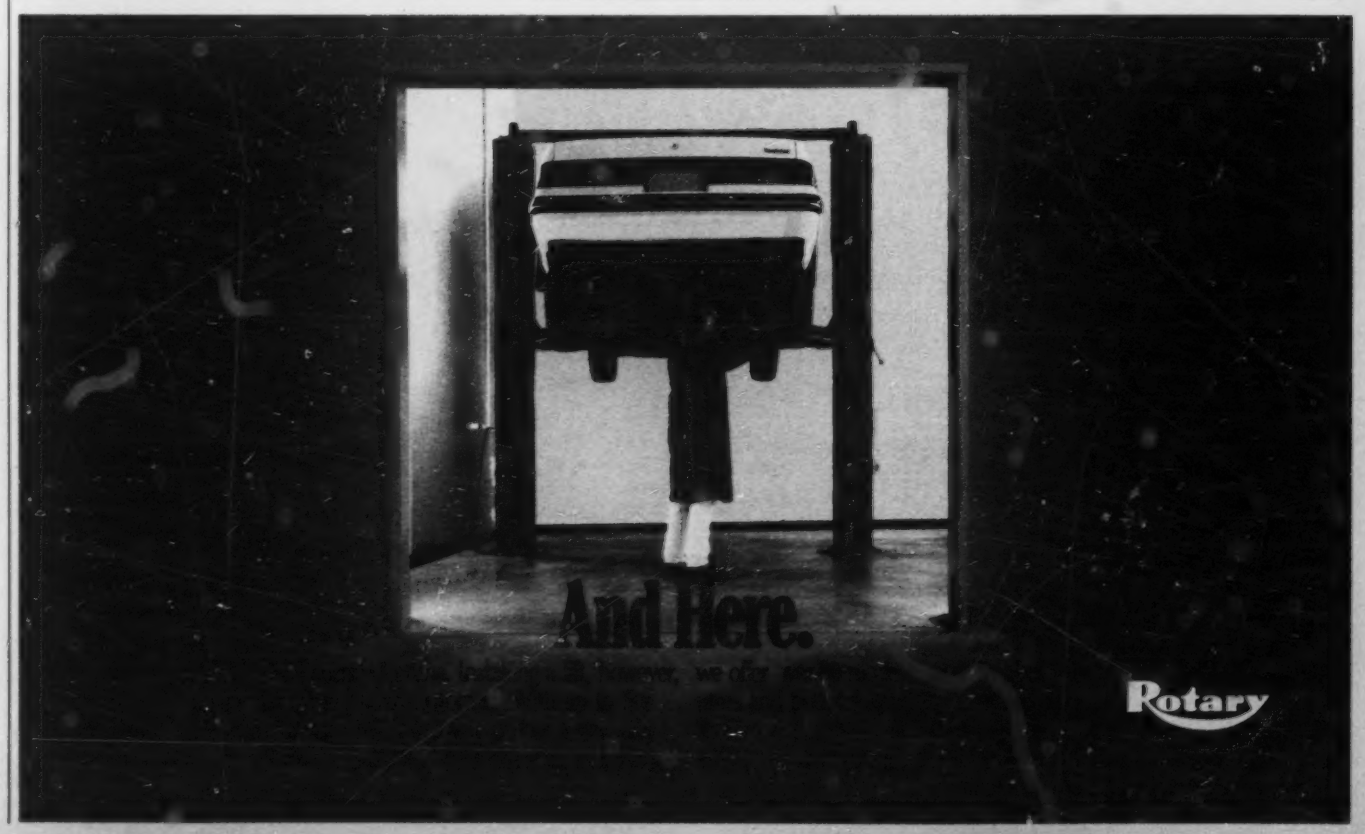
"Our factory and commercial business constitutes about 35 percent of our total volume," said Tribble.

"On auction day, our dealers can expect to find between 1,600 and 2,000 cars and trucks."

Compiled by Charles M. Thomas







Automakers stretch marketing dollars by targeting ads

By Cleveland Horton
and Raymond Serafin
CRAIN NEWS SERVICE

Automakers, once consistent underwriters of various forms of media, are playing a lot harder to get with their $3.5 billion in marketing dollars.

Facing a prolonged slump and being unable to boost ad spending to try to counteract slow sales, car marketers now insist that the media offer more than time or space. Whether it is a demand for a favorable multi-year contract or an unusual cross-media promotion, most are squeezing media reps as hard as they do any other supplier.

And in a drive to tune spending more finely and cut waste, they are building sophisticated data bases and analyzing media to match commercial messages to prospects more efficiently.

Still, the "geo-demographics" of the automobile market make waste inevitable, said Thomas F. Healey, director of media and advertising services for J.D. Power and Associates in Agoura Hills, Calif.

"At any time, only about 6 percent of the adults in the country are involved in the purchase of an automobile," he said. Even inflating that figure to 10 to 15 percent to include those not actively involved but approaching that time, a marketer can hit 100 percent of its prospect pool and still face 85 percent waste.

Nonetheless, Healey sees a trend among auto marketers toward multi-year deals similar to General Motors' recent three-year, $750 million buy from NBC-TV.

"Everyone is looking to get on the bandwagon with big deals," he said. But the byword of the next few years will be "integrated marketing," extending the national campaign with regional efforts, direct response and non-traditional media deals, he said.

Although GM is best known for megabucks deals like the NBC package, the company has been exploring more targeted options.

Buick and its agency, McCann-Erickson Worldwide in Troy, Mich., this spring came up with a magazine buy targeted at ZIP codes that presented the best prospects for its Roadmaster wagon. Saturn Corp. is airing a 30-minute "documercial" on cable networks Arts & Entertainment and VH-1.

Chrysler Corp. has adopted a strategy of going after media properties it can "own and define," said John Damoose, marketing vice president. That translates into ventures such as its sponsorship of the CBS broadcasts of the 1992 and 1994 Winter Olympics and its $50 million cross-media deal with Time Warner that features 11 advertorials in five magazines and special single-advertiser issues of *Fortune*, *People* and *Life*.

Nissan Motor Corp. in U.S.A. recently committed to a regional marketing approach. It pulled back from national print advertising to concentrate on TV, and more recently, it cut back in unrelated areas to increase spot TV advertising in regions that need help.

American Honda Motor Co. Inc. also may make a shift in media strategy. Every other year, Honda monitors media effectiveness by conducting an extensive survey of customers' media preferences.

"We are looking at spot TV more pointedly than ever before," said Gerry Rubin, president of Honda agency Rubin Postaer & Associates in Los Angeles.

Likewise, Mazda Motor of America Inc. last year conducted a proprietary study of the media habits and lifestyles of its target groups, broken down by car models, said Jan Thompson, marketing vice president. The study is the basis for plans to de-emphasize network TV in favor of cable and spot and for more focus on event sponsorships.

"Our whole media strategy is to get much more targeted," she said.

Mazda is particularly interested in value-added marketing proposals from media companies. For instance, Thompson said, a magazine that reaches Mazda's target prospects might host some event for readers that Mazda could tie into.

Another auto marketer that has adopted new media tactics is Volkswagen of America's Volkswagen United States unit. Primarily because of the high cost of network TV, VW last year began moving the $12 million or so that it had spent on network TV into spot TV, c... and radio.

For example, VW is spending about $25 million on network and spot radio this year, out of its estimated $130 million ad budget.

"In order to generate awareness we thought it was important to be big somewhere," said Ron Dusenberry, VW advertising manager.

INCENTIVE WATCH
DEALER INCENTIVES
CONTINUING PROGRAMS

AUDI (expires Sept. 30)

100/200	$2,000-3,500

CHRYSLER CORP.
Premier and Monaco programs expire Sept. 30.

Dodge Monaco (1991)	$1,000-2,000 based on sales, plus $1,000 for each car ordered from factory
Monaco (1990)	$1,000-2,000, based on sales
Eagle Premier (1991)	$1,000-2,000 based on sales, plus $1,000 on each car ordered from factory
Premier (1990)	$1,000-2,000 based on sales

FORD MOTOR CO. (expires July 31)
Ford Escort (1991), Crown Victoria (1990-91-92) and F-series pickup (1990-91)

100 percent of quota	$500-15,000
110 percent of quota	$750-22,500
120 percent of quota	$1,000-30,000

Dealerships divided into seven groups, based on number of units in quota. Payments listed above are the range of total amounts for the seven groups.
Program includes Mercury Tracer (1991) and Grand Marquis (1990-91-92) for Ford-Mercury dual dealerships.

GENERAL MOTORS

Chevrolet Corvette (1991, expires July 7)	$2,000

HONDA (expires July 3)

Civic 4-door (1991)	$400
Accord (1990)	$400
Accord (1991, except EX)	$400
Accord wagon (1991)	$750

HYUNDAI (1991, expires July 2)

Scoupe, Sonata	$100-300, based on sales

MAZDA (expires July 2 on cars, Aug. 2 on MPV)

626, MX-6 (1991)	$1,000
MPV (1991)	$800

MERCEDES-BENZ
(1991 models, no expiration date listed)

300SE, 300SD	$3,000
420SEL	$4,000
560SEL	$5,000
All S class	$2,000-4,000, on purchase from importer

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires Aug. 2)

Swift (1990-91)	$400-1,000
Sidekick (1990)	$1,000
Sidekick (1991)	$300-1,000

TOYOTA (expires Aug. 2)

Corolla	$300-900, based on number sold
Camry, trucks	$300-1,100, based on number sold

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

INCENTIVE WATCH
CUSTOMER INCENTIVES
CONTINUING PROGRAMS

CHRYSLER CORP.
Rebates expire Sept. 30 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on length of contract.

Chrysler LeBaron (1991)	$1,000
Dodge Monaco (1990-91)	$1,500
Daytona (1991)	$700
Eagle Premier (1990-91)	$1,500
Jeep Grand Wagoneer (1990-91)*	$1,500

*Expires Dec. 31

FORD MOTOR CO.
(1990-91 models. Finance rates in lieu of rebates are 4.8 percent on Festiva, Escort (except Pony), Tracer; 7.9 percent on others. Terms are 24, 36 or 48 months. All incentives expire July 30.)

Ford Festiva, Escort Pony and LX, hatchbacks, Mustang	$500
Escort wagon, GT	$750
Tempo	$600
Thunderbird	$600-750
Taurus	$750
Taurus SHO	$1,600
Probe	$1,000
Crown Victoria (1991)	$1,500
F series, Econoline (1991)	$500
Ranger, Aerostar, F series (over 8,500 gvw)	$1,000
Econoline E150 (1990, with conversion pkg.)	$1,500
Econoline E150 (1991, with conversion pkg.)	$1,000
Bronco	$1,500
Mercury Tracer sedan	$500
Tracer LTS and wagon	$750
Topaz, Capri	$600
Cougar	$600-1,000
Sable	$750
Grand Marquis (1991)	$1,000

GENERAL MOTORS
All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire July 7 on 1991 models.

Buick (1991)*	$250-2,000
Cadillac Brougham (1991)	$1,500
Chevrolet	
S Blazer (1991)	$1,000
Other 1991	$300-1,000
GMC	
Suburban (1991)**	$1,000
Other 1991	$500-1,000
Oldsmobile (1991)	
Regional incentives	$500-2,250
Pontiac Grand Am ('91)	$1,000

*Based on option package selected.
**Expires Sept. 25

HYUNDAI (expires July 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91)	$1,000
Scoupe (1991)	$750
All 1991 models (expire July 8)	$500 to current owners

MAZDA (expires Aug. 2)

Trucks (1991)	$500-1,300*

*Based on region

SAAB
3.5 percent financing on 9000 models (1991) for 24, 36 or 48 months with downpayment of 25 percent. Expires July 31.

SUBARU (1991, expires July 2)

Loyale	$500
Legacy L	$750
Legacy L Plus	$900-2,000
Legacy LS	$1,200-$1,400
Legacy LSi	$1,200-1,700
Legacy Spt. Sed.	$1,000
XT, XT6	$2,000

VIDEO

FROM PAGE 1

and distribute the videos.

That figure excludes talent, scripts, sound effects and editing, which "can run tens of thousands of dollars more," said an account executive for sales promotion at a metropolitan Detroit production house.

Chrysler is and has been the minivan leader — traditionally with more than half the market — since it created the segment in 1984 with the introduction of Voyager and Caravan.

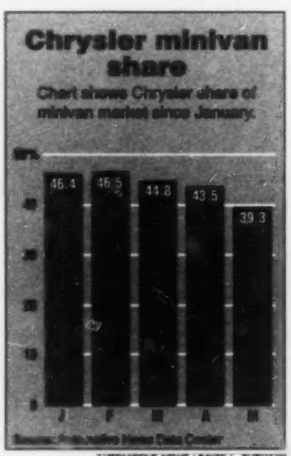
To reinforce its position, Chrysler introduced new lower-priced value versions of Caravan and Voyager in March. About $1,400 worth of optional equipment is available on the value versions for $545.

Also, Chrysler has added a driver-side air bag as a safety feature in its minivans.

The Pontiac video compares Trans Sport to competitive minivans, with a special emphasis on Chrysler products.

The Pontiac mailings include a $500 certificate that can be used toward the purchase of a 1991 Trans Sport through July 31.

Mike Kelley, Chrysler Corp. sales promotion manager, said videos are yet another dimension of telling the Chrysler minivan story. He said these videocassettes cost 75 percent less than regular videocassettes, "allowing us to be more competitive."



AUTOMOTIVE NEWS / DAVID L. BURHANS

"Demographically, it is our mainstream audience who have VCRs. We did a cross match. We're about 90 percent accurate."

Kelley said all but 25,000 videos were sent to current minivan owners whom Chrysler believes will be in the market for a new minivan in the next six months to a year, based on a study of their previous buying habits.

The remaining 25,000 were sent to a group Chrysler dubs "minivan intenders" — people who fit the demographic profile of previous first-time minivan buyers in terms of age, number and ages of children, residence and income.

Kelley said members of the group are in their late 20s to early 30s, married and have household incomes of $25,000 to $35,000.

Chrysler's mailing also includes a letter from Chrysler Chairman Lee Iacocca inviting consumers to stop by and take a look at Chrysler's minivans and a certificate that, when validated by a dealer, is good for a free "Rediscover America Road Atlas."

EUROPEANS

FROM PAGE 3

he said.

And he said Mercedes has never offered dealer incentives for an entire model year or calendar year. But he acknowledged that Mercedes is having to support its dealers "beyond what we thought we might have to do. I think the unique times called for it."

He said it's important for the Mercedes image to direct its incentives to its dealers rather than its retail customers. "Everything we do has to be commensurate with our image," Jackson said.

Sterling Motor Cars was among the first of the European luxury importers to offer a customer rebate. It happened a couple years ago and, at $5,000, it was a big one. However, Sterling discontinued its customer rebates after the 1990 model year began, and it now prefers to support dealers less publicly, said Michael Jackling, vice president of marketing and sales.

According to Jacobs Automotive, Sterling in recent months offered its dealers a wide range of financial support, including floorplan help and subsidized trade-ins, in addition to dealer cash and no-money-down leases. Those programs have expired.

Jackling said contests for salespersons are also a cost-effective way to get them to keep Sterling in mind, which is a concern for most importers, since they're usually dualed with other brands.

Susan Jacobs of Jacobs Automotive said dealers can use the manufacturers' money in many ways.

With the market this tough, she said, "it's safe to assume that most of the money is being used to move as many cars as possible."

Daewoo expects Canada sales rise

By Oles Gadacz
STAFF CORRESPONDENT

SEOUL, South Korea — Daewoo Motor Co. is anticipating improved sales of its LeMans subcompact in Canada this fall when it renames the car and moves from 70 dealers to nearly 470.

Distribution of the car is being transferred to Pontiac-Buick-GMC dealers during an overhaul of GM's Passport dealer network, which has been selling the car as a Daewoo Optima.

With the changeover, Daewoo will have access to Canada's 467 Pontiac-Buick-GMC dealers.

Daewoo didn't hide its dissatisfaction with Passport's sales performance. Daewoo believed Passport's limited dealer network was the chief reason for slow Canadian sales of the LeMans. In 1990, Daewoo shipped 2,302 units to Canada, up from 1,832 in 1989.

Daewoo expects to ship 12,000 units to Canada annually. "It could be larger than that," said a Daewoo Motor executive.

This will make Canada Daewoo's second largest market after the United States, where 39,081 Pontiac LeMans were sold last year.

The 1992 LeMans will bow early this fall. The model will feature some slight "cosmetic changes" for a more sporty look, according to the executive.

PRODUCTION

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Atlanta	7/1, 7/8	*
Chicago	7/1, 7/8	*
Dearborn, Mich.	7/1, 7/8	*
Edison, N.J.	7/1, 7/8	*
Kansas City, Mo.	7/1, 7/8	*
Lorain, Ohio	7/1, 7/8	*
Louisville, Ky.	7/1, 7/8	*
Michigan Truck (Wayne, Mich.)	7/1, 7/8	*
Norfolk, Va.	7/1, 7/8	*
Oakville, Ontario	7/1, 7/8, 7/15	*
Ontario Truck (Oakville, Ontario)	7/1, 7/8	*
St. Louis	7/1, 7/8	*
St. Paul, Minn.	7/1, 7/8	*
St. Thomas, Ontario	7/1, 7/8	*
Wayne, Mich.	7/1, 7/8	*
Wixom, Mich.	7/1, 7/8	*
GENERAL MOTORS		
Detroit/Hamtramck, Mich.	7/1	
Buick Riviera		**
Cadillac Eldorado		
Cadillac Seville		
Olds. Toronado		
Lansing, Mich. (A plant)	7/1	**
Buick Skylark		
Olds. Calais		
Lansing, Mich. (B plant)	7/1	**
Pontiac Grand Am		

*Vacation
**Model changeover
Source: Automotive News Data Center

NHTSA launches inquiry on cause of Excel fires

The Associated Press

WASHINGTON — Federal investigators will take a closer look at 1986-89 Hyundai Excels to find the cause of engine fires that have prompted dozens of complaints.

The National Highway Traffic Safety Administration has received reports of 49 fires in the Korean-made cars. An estimated 837,000 are on the road in the United States.

The agency opened a preliminary investigation into the problem in January.

Now that the investigation has been upgraded, actual parts will be studied for defects. NHTSA could eventually order a recall.

NHTSA engineers believe the problem is linked to a pipe that links the air cleaner to the catalytic converter, said spokesman Tim Hurd. When valves in the pipe malfunction, exhaust gases can ignite flammable materials around the air cleaner.

"Our engineers our working on the theory that that's what is happening," Hurd said. No firm conclusion, however, has been reached.

The agency also has begun these preliminary investigations:

- Loose steering wheels in the Buick Regal, Oldsmobile Cutlass, Chevrolet Lumina and Pontiac Grand Prix, beginning with models built in the 1987 calendar year. There has been one complaint of a wheel coming unfastened.
- Gasoline leaks in 1987 Dodge Omni, Plymouth Horizon, Dodge Charger and Plymouth Turismo models. There have been 17 complaints of leaks from a reservoir connected to the mechanical fuel pump. The pump has been replaced with an electrical pump on later models.

There are an estimated 288,800 of the cars on the road.

- Failure of anti-lock brakes in 1988-91 Ford Econline vans and F-150, F-250 and F-350 pickups. There have been 20 complaints, blaming the problem for 14 accidents and seven injuries.
- Faulty headlights in the 1987-88 Ford Mustang. There have been 13 complaints of the lights flickering when the fog lights are illuminated. An estimated 338,710 cars are on the road.
- Unexpected power surges in the 1991 Dodge Spirit and Plymouth Acclaim. There have been six complaints that the engine suddenly begins racing; one case allegedly caused an accident. An estimated 83,000 cars are in use.

NHTSA also discontinued several preliminary investigations after finding no evidence of widespread defects.

The canceled investigations involved:

- Unstable engine idling in the 1990 Volkswagen Jetta
- Breaking door handles in the 1986-88 Ford Taurus and Mercury Sable
- Sliding door hinge failure in the 1990 Chevrolet-Astro van
- Broken lug nuts in the 1986-89 Isuzu Trooper II.

U.S. CAR

	Week Ended June 29, 1991	Week Ended June 22, 1991	June Est.	Jan. 1 to June 29, 1991	Jan. 1 to June 30, 1990
Horizon	0	0	0	0	4,327
Sundance	1,900	2,084	6,200	22,786	41,903
Acclaim	2,400	2,551	9,988	43,774	53,140
Total Plymouth	**4,300**	**4,635**	**16,188**	**66,560**	**99,370**
LeBaron A	0	0	0	0	9,325
LeBaron J	0	0	0	18,697	24,251
N. Yorker C-Class	300	268	854	4,105	23,068
Fifth Avenue	1,600	1,506	4,665	17,693	16,982
Imperial	300	296	892	4,006	8,298
Total Chrysler	**2,200**	**2,070**	**6,411**	**44,501**	**81,924**
Omni	0	0	0	0	4,078
Daytona	0	0	0	4,936	17,206
Shadow	2,800	2,820	8,188	27,337	48,519
Dynasty	2,700	2,814	8,271	56,236	59,791
Spirit	2,400	2,378	9,430	39,956	49,398
Total Dodge	**7,900**	**8,012**	**25,899**	**133,965**	**178,992**
CHRYSLER CORP.	**14,400**	**14,717**	**48,486**	**245,056**	**360,286**
Escort	5,741	5,756	22,941	99,686	107,991
Mustang	3,735	0	10,615	42,692	76,690
Tempo	3,017	2,986	11,850	57,305	71,678
Taurus	8,447	8,183	34,933	173,848	188,805
Thunderbird	2,587	2,561	7,749	40,361	63,235
Total Ford Div.	**23,527**	**19,486**	**88,078**	**413,892**	**508,399**
Topaz	1,576	1,293	5,827	24,637	27,115
Cougar	1,733	1,710	5,162	29,678	42,245
Sable	2,719	3,010	11,859	56,209	56,485
Total Mercury	**6,028**	**6,013**	**22,848**	**110,524**	**125,845**
Continental	1,200	1,208	4,720	29,155	30,988
Mark VII	216	212	832	5,105	12,837
Town Car	2,824	2,820	11,114	68,595	83,792
Total Lincoln	**4,240**	**4,240**	**16,686**	**102,855**	**127,617**
Total L-M Div.	**10,268**	**10,253**	**39,514**	**213,379**	**253,462**
FORD MOTOR CO.	**33,795**	**29,739**	**127,592**	**627,271**	**761,861**
Skylark	0	0	0	34,929	47,120
Century	3,300	2,987	11,126	47,888	35,683
Riviera	0	0	0	4,204	12,240
Electra/Park Ave.	2,713	2,571	8,178	51,026	17,575
LeSabre (fwd)	464	152	813	35,288	87,560
Roadmaster Sedan+	560	560	2,240	8,960	0
Roadmaster Wagon†	327	307	1,274	11,100	4,020
Reatta	0	0	0	1,206	4,688
Total Buick	**7,364**	**6,577**	**23,631**	**194,621**	**298,886**
Eldorado	0	0	0	6,395	11,345
Seville	0	0	0	12,909	20,796
Brougham (rwd)	387	310	1,380	10,009	13,065
DeVille (fwd)	3,250	2,773	12,341	72,765	89,401
Allante	64	64	256	1,574	1,961
Total Cadillac	**3,701**	**3,147**	**13,977**	**104,418**	**136,588**
Cavalier	5,215	5,326	21,026	137,346	172,797
Camaro	1,590	1,530	6,153	25,802	35,188
Corsica/Beretta	7,695	6,806	30,230	135,840	145,476
Caprice	4,248	3,776	14,854	73,656	111,565
Corvette	508	499	1,962	11,926	12,482
Total Chevrolet	**19,256**	**17,937**	**75,825**	**384,570**	**477,508**
Calais	0	0	0	34,616	53,163
Cutlass Ciera	2,308	2,002	7,478	39,746	41,526
Cutlass Supreme	1,893	2,567	9,585	54,443	44,373
Toronado	0	0	0	2,778	9,040
88 (fwd)	2,500	2,470	8,983	33,507	54,758
Custom Cruiser Wag.††	171	200	838	5,312	2,295
98	2,030	1,939	7,588	39,280	30,447
Total Oldsmobile	**8,902**	**9,178**	**34,472**	**209,682**	**235,602**
Sunbird	2,655	2,730	11,097	63,980	79,950
Grand Am	0	0	0	87,060	105,825
Firebird	490	520	2,077	8,530	21,937
Grand Prix	3,219	3,138	11,582	53,192	60,319
Pontiac 6000	0	1,489	4,507	19,603	30,976
Bonneville	1,593	1,219	3,484	24,882	42,689
Total Pontiac	**7,957**	**9,096**	**32,747**	**257,247**	**341,696**
Total Saturn+	**2,131**	**2,131**	**8,524**	**35,841**	**0**
GENERAL MOTORS	**40,311**	**48,096**	**188,376**	**1,186,171**	**1,408,298**
DIAMOND-STAR*	**0**	**0**	**6,902**	**72,586**	**72,357**
Civic	1,720	1,754	7,445	46,578	62,110
Accord	7,520	7,399	29,004	181,146	162,175
HONDA	**9,240**	**9,153**	**36,449**	**227,724**	**224,285**
MAZDA*	**2,923**	**3,426**	**13,586**	**76,418**	**98,194**
NISSAN	**2,791**	**2,736**	**10,818**	**68,863**	**58,949**
Corolla	2,100	2,333	9,034	53,843	53,744
Geo Prizm/Nova	2,000	1,873	7,568	50,841	53,248
NUMMI	**4,100**	**4,206**	**16,602**	**104,684**	**106,992**
SUBARU-ISUZU Legacy	**1,184**	**1,035**	**4,459**	**28,285**	**12,976**
TOYOTA Camry	**4,258**	**4,221**	**17,086**	**111,286**	**112,157**
TOTAL BIG 3	**97,586**	**82,522**	**364,458**	**2,053,486**	**2,922,427**
TOTAL TRANSPLANT	**24,396**	**24,771**	**104,982**	**698,940**	**668,920**
TOTAL CARS, U.S.	**121,984**	**117,293**	**469,436**	**2,748,346**	**3,191,347**
TOTAL CARS, CANADA	**25,153**	**28,458**	**111,792**	**568,403**	**543,233**
U.S., CANADA CARS	**147,857**	**145,751**	**581,228**	**3,317,749**	**3,734,580**
U.S., CANADA CARS AND TRUCKS	**244,700**	**251,248**	**988,888**	**5,486,684**	**6,388,414**

*Estimate
†1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)
*Mazda includes MX-6, 626 and Ford Probe; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks.

CANADIAN CAR

	Week Ended June 29, 1991	Week Ended June 22, 1991	June Est.	Jan. 1 to June 29, 1991	Jan. 1 to June 30, 1990
Monaco	0	808	2,338	4,786	5,132
Premier	0	508	1,584	5,350	2,808
CHRYSLER CORP.	**0**	**1,316**	**3,922**	**10,136**	**7,940**
Tempo	3,250	2,955	13,320	60,441	68,502
Topaz	1,366	1,213	4,428	19,416	25,016
Crown Victoria	2,444	2,060	8,173	45,891	64,378
Grand Marquis	3,065	2,636	11,825	47,062	58,651
FORD MOTOR CO.	**10,134**	**8,864**	**37,746**	**172,810**	**214,547**
Celebrity	0	0	0	0	16,295
Cutlass Ciera	1,889	1,952	7,586	36,153	44,557
Lumina	4,721	6,693	24,862	113,920	114,719
Regal	2,169	2,983	11,358	60,107	45,447
GENERAL MOTORS	**8,579**	**11,628**	**43,806**	**213,812**	**221,018**
CAMI*+	**2,500**	**2,585**	**10,180**	**63,338**	**0**
HONDA Civic	**2,180**	**2,159**	**8,722**	**54,962**	**54,299**
HYUNDAI Sonata	**290**	**350**	**950**	**14,786**	**9,494**
TOYOTA Corolla	**1,400**	**1,396**	**5,647**	**34,898**	**31,366**
VOLVO 740 and 940	**180**	**180**	**719**	**4,481**	**4,580**
TOTAL CARS, CANADA	**25,153**	**28,458**	**111,792**	**568,403**	**543,233**

U.S. TRUCK

Caravan	3,300	2,799	9,389	55,639	58,569
Dakota	2,000	1,958	8,028	40,799	37,466
Caravan C/V	50	54	324	2,222	3,748
Ram pickups	2,000	1,962	8,006	40,736	55,393
Total Dodge	**7,350**	**6,773**	**25,747**	**139,396**	**155,176**
Cherokee	4,600	4,324	17,414	66,891	88,314
Comanche	150	147	534	2,780	4,215
Grand Wagoneer	0	220	537	1,560	3,560
Wagoneer/Briarwood	50	58	224	1,435	2,241
Total Jeep	**4,800**	**4,749**	**18,709**	**72,666**	**98,950**
Voyager	900	2,257	9,512	46,610	55,140
Town & Country	150	75	382	1,817	1,922
Total C-P Div.	**1,050**	**2,332**	**9,894**	**48,427**	**57,062**
CHRYSLER CORP.	**13,200**	**13,854**	**54,350**	**260,489**	**310,588**
Aerostar	4,786	4,789	19,250	82,771	107,389
Bronco	696	352	1,729	7,151	28,339
Bronco II/Explorer	5,823	5,641	23,970	140,138	87,928
Navajo	100	93	404	5,818	0
Econoline	4,374	3,893	16,262	69,191	103,634
Mediums/Heavies	1,031	0	2,036	17,206	28,440
Light trucks	9,717	8,584	31,419	148,294	241,412
Ranger	4,877	7,527	24,992	131,012	153,569
FORD MOTOR CO.	**31,404**	**30,879**	**120,062**	**601,581**	**750,741**
Astro	0	2,751	7,861	49,401	60,533
Blazer	239	257	1,002	4,247	8,922
Lumina APV	1,178	1,114	4,885	21,080	51,515
Mediums/Heavies	280	232	903	2,425	5,322
P-Model	751	647	2,670	9,444	13,158
Pickups	6,330	6,616	25,289	130,644	178,924
S10	5,588	6,271	23,751	130,993	119,428
S10 Blazer	1,846	1,576	7,730	25,998	72,419
Sportsvan/Van	942	914	3,909	21,483	36,379
Suburban	813	956	3,452	14,109	34,602
Total Chevrolet	**17,967**	**21,334**	**81,452**	**409,834**	**581,282**
Jimmy	42	39	125	1,059	2,830
Mediums/Heavies	320	336	1,425	4,887	9,109
P-Model	81	39	211	1,530	1,565
Pickups	2,382	2,186	9,527	56,503	62,892
S15/Sonoma	1,676	1,411	6,220	29,170	285,299
S15 Jimmy	718	1,138	2,655	9,887	23,888
Safari	0	1,476	4,246	21,330	21,949
Suburban	442	542	2,036	12,294	17,286
Vandura/Rally Vans	589	582	2,103	10,501	13,046
Total GMC	**6,230**	**7,749**	**28,548**	**147,161**	**188,864**
Silhouette	800	830	2,854	11,161	18,985
Bravada	243	166	852	8,771	0
Total Oldsmobile	**1,043**	**996**	**3,706**	**19,932**	**18,985**
Pontiac Trans Sport	865	834	3,354	13,715	27,335
GENERAL MOTORS	**26,185**	**30,913**	**117,060**	**595,842**	**806,386**
NAVISTAR	**1,830**	**1,645**	**6,582**	**36,558**	**37,612**
NISSAN Pickup	**2,701**	**2,736**	**10,835**	**68,897**	**79,886**
SUBARU-ISUZU	**1,210**	**1,080**	**4,583**	**25,627**	**12,841**
AM GENERAL	**400**	**400**	**1,800**	**10,450**	**11,700**
MISCELLANEOUS**	**2,600**	**2,650**	**10,600**	**68,720**	**78,000**
TOTAL TRUCKS, U.S.	**79,300**	**84,137**	**325,652**	**1,664,764**	**2,200,244**

CANADIAN TRUCK

Caravan	2,958	3,687	13,479	74,475	82,725
Caravan C/V	98	0	510	12,030	5,619
Ram Wagon	738	035	2,788	11,832	14,587
Ram Van	1,367	1,275	5,129	21,046	31,866
Total Dodge	**5,161**	**5,647**	**21,906**	**119,383**	**134,797**
Plymouth Voyager	2,164	2,598	9,777	54,557	66,255
Jeep Wrangler	1,598	1,598	6,322	29,758	30,700
CHRYSLER CORP.	**8,825**	**9,783**	**38,006**	**203,696**	**231,789**
FORD F series	**3,173**	**2,918**	**12,980**	**51,990**	**77,351**
Light trucks	2,513	3,744	13,172	70,039	88,919
Vans	1,113	1,384	5,087	27,025	26,202
Total Chevrolet	**3,626**	**5,138**	**18,259**	**97,064**	**115,121**
Light trucks	557	1,332	4,598	27,502	34,462
Vans	447	744	2,692	11,497	11,621
Total GMC	**1,334**	**2,076**	**7,290**	**38,999**	**46,083**
GENERAL MOTORS	**4,960**	**7,214**	**25,549**	**136,063**	**161,204**
CAMI*+	**1,250**	**1,278**	**5,007**	**26,642**	**0**
NAVISTAR	**144**	**161**	**636**	**3,799**	**5,275**
TOTAL TRKS., CANADA	**18,352**	**21,352**	**81,298**	**424,151**	**475,396**
U.S., CANADA TRKS.	**97,652**	**105,489**	**406,950**	**2,088,915**	**2,565,634**

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

Walkout shuts GM van plant

By Bob DeMayer
SPECIAL CORRESPONDENT

Production came to a halt last Monday at the General Motors minivan plant in Baltimore when 3,200 assembly line workers walked out, claiming layoffs have made the plant unsafe because there is no time for the workers to take breaks.

The UAW said 400 people were laid off in February, resulting in dangerous conditions for those still working. The union also said the company is unfairly restricting vacations.

Although the number of Chevrolet Astro and GMC Safari minivans produced per hour has been reduced from 47 to 42 since the layoffs, UAW Local 239 President Rodney Trump said about 300 workers have reported injuries since February, a tenfold increase from before the layoffs.

"We're just asking GM to recognize basic human rights, which is difficult for them," Trump said.

Negotiations to end the walkout will resume today.

U.S. carmakers scheduled 121,904 units last week, 3.93 percent above the preceding week but 12.64 percent below the year-ago week.

Year-to-date, U.S. car production is 2,749,346, down 13.85 percent from 1990.

Truckmakers planned to build 84,609 units last week, 3.00 percent below the prior week and 8.67 percent below the comparable week last year.

GM scheduled one shift of overtime last Saturday at its Detroit truck plant and two shifts of overtime at car plants in Arlington, Texas; Fairfax, Kan.; Willow Run, Mich., and Wilmington, Del. All GM and Chrysler Corp. plants will be closed July 4 in observance of Independence Day.

All Ford Motor Co. plants except Kentucky Truck in Louisville are down this week and next week for vacation. Kentucky Truck was closed for two weeks of vacation in June.

Chrysler's St. Louis (No. 2) truck plant worked two shifts of Saturday overtime.

The plant produces the Chrysler Town and Country, Dodge Caravan C/V, Dodge Grand Caravan and Plymouth Grand Voyager.

CANADA: Canadian car production was estimated at 25,153 last week, down 11.61 percent from the prior week and down 25.40 percent from the year-ago week.

Truck production last week was estimated at 18,352, down 14.05 percent from the prior week and 15.89 percent below the year-ago week.

The Associated Press contributed to this report.

NOTE

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